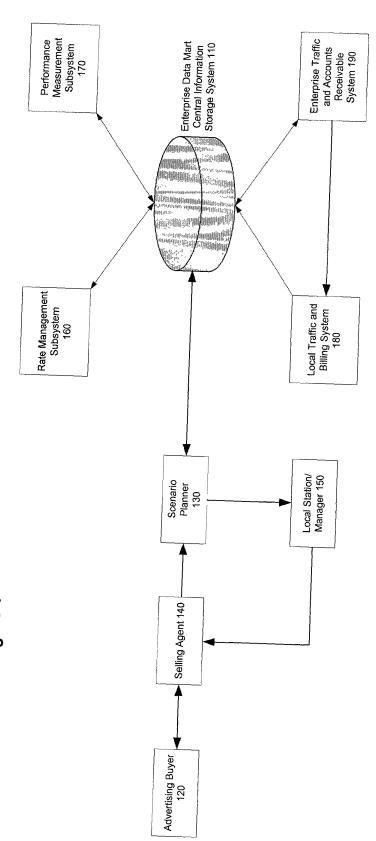
APPLN. FILING DATE: JANUARY 15, 2002

TITLE: INVENTORY MINDIREVENUE MAXIMIZATION METHOD INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 1 of 8

Figure 1



APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORY MANDIREVENUE MAXIMIZAMON MIBITHOD AND SYSTEM

SHEET 2 of 8 INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

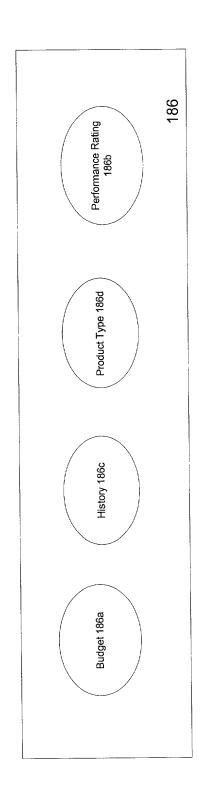


Figure 2

APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTIONAL END REVIEW UE MENTINGEA TO AND SYSTEM
INVENTOR(S): ALLAN GINSBURG ET AL.
APPLICATION SERIAL NO: 033323-002
SHEET 3 of 8

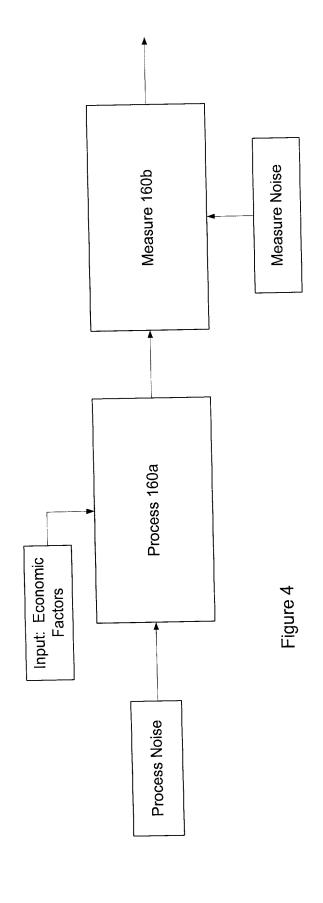
170 Anticdotal Indicators Tuning Frequency Monitoring Nielsen Arbitron

Figure 3

APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 4 of 8

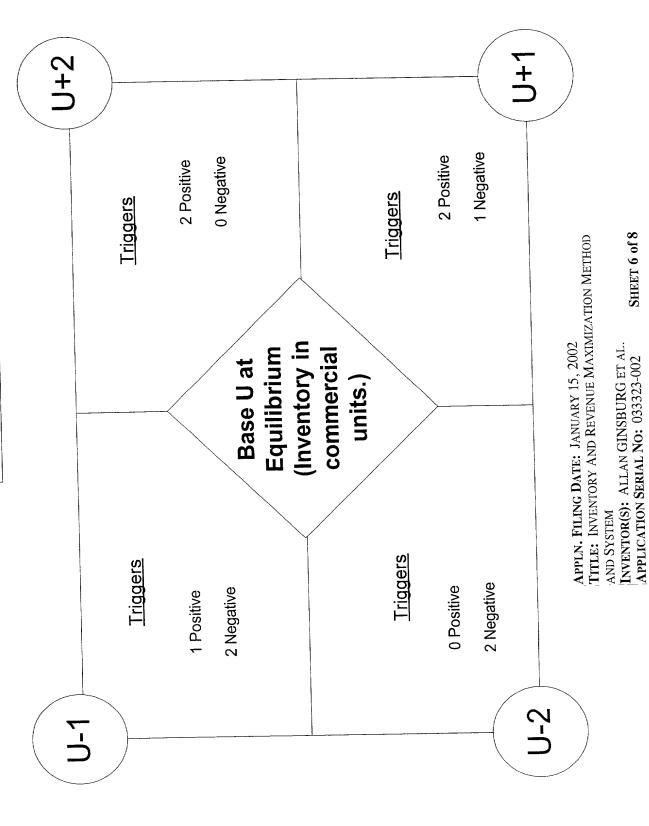


526 528 Buy is cancelled Terminate ž 524 Order is processed inside of freeze Yes Buy is placed 522 200 Figure 5 Begin SHEET 5 of 8 2 520 Yes Buy is placed outside of freeze 502 Seller and Buyer identify opportunity for advertising solution INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002 518 Schedule frozen 10 business days Negotiate stage Prices and 506 504 New client process Current Customer 516 Scenarios using fuzzy rule sets Generate Yes 512 Generate prices for standard inventory range, inventory range, Ei, from Generate prices for expanded TradeWinds TradeWinds Si, from inventory, Av, from local Inventory systems (LAN) 510 508 probability of Close, Pb, from SAM system Obtain available Obtain Buyer history and assign

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APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTIGATION METHOD
AND SYSTEM





APPLN. FILING DATE: JANUARY 15, 2002

TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD

AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL.

APPLICATION SERIAL NO: 033323-002

SHEET 7 of 8

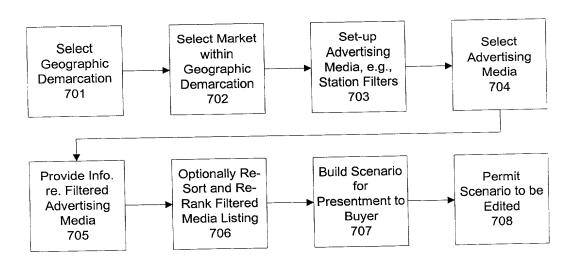


Figure 7

SHEET 8 of 8 APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORY AND REVENUE MAKINIZATION METHOD AND SYSTEM INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

	7/9 ⁻ Mon	7/10 Tue	7/11 Wed	7/12 Thu	7/13 Fri	7/14 Sat	7/15 Sun	Weekly Totals
A M	\$60	\$55	\$70	\$70	\$80	\$40	\$20	(b) 2, 138 Millshur. 336
MID			\$85 50 60 80%	\$90 60 60		\$60		108 336 336 339, 339,
ЬМ			\$50 48 48 80%				\$35 12************************************	
ΕV	\$20 ************************************	\$15	\$35	\$38	\$38	10.		108
N O		\$1 72		\$2 72	\$4 ************************************	* .**eof		**************************************
	Daily Totels 336	78%	336 32 ************************************	85% 336 32% 32% 32%	3.6 (1997) 3.8 (1997) 1.0 (1997)	15% 198 336 32% 1	138 336 336	138 32%